

**Governor's ArizonaSERVES Task Force
Elder Independence Team Meeting Minutes
April 13, 2011, 10:00 a.m. – 11:30 a.m.
Telephone**

Members Present	Members Absent	Guests	Staff
Gary Kinnaman		David Besst	Leah Koestner
Scott Neuman			Chuck Fitzgerald
Nicola Winkel			
Steve Zabilski			

- I. Welcome.
- II. Website Content. Discussion on how to provide effective pathways to connection for the different types of website visitors. Important to keep these pathways consistent across all five Issues within ArizonaSERVES; also important to not “silo” website visitors too early, this may exclude them from tools and ideas that might apply well for them. Also suggested we include a “I’m looking for help” link on each overview and toolkit page. Another recommendation was to offer specific examples of “how to get involved” on the overview page for Elder Independence. Staff will work on each of these recommendations.
- III. Communications Plan. Our communication strategy should also include an invitation to elders to serve. We should also have a strategy for connection effectively with faith community leaders and networks. Both ideas will be brought to the Task Force.
- IV. Issue Action Plan. Discussed above.
- V. Upcoming Task Force meeting. Team members will inform the Summit discussion and the communication plan discussion at the Task Force meeting.
- VI. Call to the Public. No members of the public were present.
- VII. Adjourn